

Letter of Motivation

I would like to apply for a six months internship in your company starting in November 2006. Currently, I am studying Sports Management and economics in my third year at the German Sports University Cologne (Germany). My main fields of study are Sports Management, Marketing, Economics, Accounting and Psychology.

During my studies, I have found that my interests are focused particularly in the area of Marketing, with emphasis on marketing strategies and public relations.

I would like to visit South Africa and gain work experience in my field of study so as to broaden my horizons while enhancing my career profile. I feel I would be best utilised within the day-to-day business operations of the company and I feel comfortable both working within a team environment and on individual tasks. Completing an internship would give me an excellent insight into your company and be an outstanding opportunity for me to explore different working methods and practice the knowledge I gained at university.

Through my previous work experiences in a Sport marketing company in Sri Lanka, I have gathered good communication skills and am able to present my ideas in a fluent and confident manner. Friends and acquaintances all testify to the fact that I relate to people easily and that I am able to adapt quickly to new surroundings and situations. I have learnt to work towards, and achieve my aims with great commitment and perseverance.

An internship with you is of great interest to me and I look forward to hearing from you soon.

Please find herewith my Curriculum Vitae for your viewing.

Yours sincerely,
Max Mustermann